

## Building the Heart of Successful Schools



**DECEMBER 11 & 12, 2014**

**Pre-Conference: PREPaRE Workshop 1  
December 10, 2014**

**Chula Vista  
Resort**

Wisconsin Dells, WI

Registration is located at:  
[http://sspwi.dpi.wi.gov/sspwi\\_buildingheart](http://sspwi.dpi.wi.gov/sspwi_buildingheart)

**Wisconsin Department of Public Instruction**  
Tony Evers, PhD, State Superintendent

## Message from State Superintendent Tony Evers



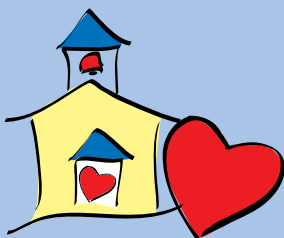
Dear Colleague:

You may have read or even heard me say that **we want every child to graduate college and career ready. We must align our efforts so that all of our students are prepared to be successful.** Now, more than ever, this needs to be our charge. Students who attend school fearing for their personal safety, who suffer the effects of their own or a family member's substance abuse, or who experience a traumatic event, face significant challenges in learning and moving toward higher education or a job. We need to be prepared for these challenges and provide support for all our children.

With that in mind, I am pleased to extend an invitation to you to attend this year's Building the Heart of Successful Schools Conference, on December 11-12, 2014, at the Chula Vista Resort in Wisconsin Dells. The conference will feature "best practices" in preventing youth risk-taking behaviors in ATODA, in building safe and supportive school environments, and in encouraging health and mental health development. Keynote speakers will focus on school climate building and helping students connect their education to achieving their dreams. In addition, I invite you to consider attending a special pre-conference on December 10th on PREPaRE: Crisis Prevention and Preparedness.

We look forward to your attendance at the 2014 Building the Heart of Successful Schools Conference.

Tony Evers, PhD  
State Superintendent



Building the Heart of Successful Schools

## Wednesday, December 10, 2014

**8:30 – 4:00      Preconference PREPaRE Workshop 1**

## Day 1 – Thursday, December 11, 2014

**8:00 – 9:00      Registration (Continental Breakfast Buffet)**

**9:00 – 9:15      Welcome – Opening Remarks, Carolyn Stanford Taylor,  
Assistant State Superintendent, Division for Learning Support**

**9:15 – 10:30    Opening Keynote Presentation – Rick Phillips  
Founder and Executive Director of Community Matters  
*Transforming School Climate from the Inside-Out:  
A Road Map for Success***

**10:30 – 10:45   Transition Time**

**10:45 – Noon    Sectionals Round I**

**Noon – 1:00     Lunch – Recognition of State Superintendent’s AODA  
Advisory Council**

**1:00– 2:15      Sectionals Round II**

**2:15 – 2:30      Transition Time (light refreshments)**

**2:30 – 3:45      Sectionals Round III**

## Day 2 – Friday, December 12, 2014

**7:30 – 8:30      Breakfast Buffet**

**8:30 – 9:45      Sectionals Round IV**

**9:45 – 10:00    Transition Time**

**10:00 – 11:15   Closing Keynote Presentation – Darrell “Coach D” Andrews  
America’s Passion Coach  
*Building Bridges–Breaking Barriers–Connecting  
Dreams to Education***

**11:15 – 11:30   Wrap Up/Closing Announcements/Adjournment**

# Pre-Conference: PREPaRE Workshop 1

**Wednesday, December 10**

**8:30am–4:00pm**

## **Pre-Conference Agenda: PREPaRE Workshop 1**

<b>8:30 – 9:00 am</b>	<b>Registration</b>
<b>9:00 – Noon</b>	<b>PREPaRE</b>
<b>Noon – 1:00 pm</b>	<b>Lunch</b>
<b>1:00 – 4:00 pm</b>	<b>PREPaRE</b>
<b>4:00 pm</b>	<b>Adjourn</b>

### **PREPaRE Workshop 1 – Crisis Prevention and Preparedness: Comprehensive School Safety Planning**

*Facilitated by Wisconsin Safe & Healthy Schools Center Regional Coordinators*

Schools play a critical role in meeting the needs of students, staff, families, and often the local community during times of crisis. PREPaRE is the only comprehensive curriculum developed by school-based professionals with firsthand experience and formal training in crisis preparedness and planning. The curriculum builds on existing personnel, resources, and programs; provides for sustainability; and can be adapted to individual school needs and size. The PREPaRE curriculum has been developed by the National Association of School Psychologists (NASP). For more information on PREPaRE, go to: <http://www.nasponline.org/prepare/index.aspx>.

PREPaRE Workshop 1 Focuses on Crisis Planning. The workshop:

- provides a broad overview of the school safety and crisis team's roles and responsibilities, with a special emphasis on crisis prevention and preparedness;
- demonstrates an overall checklist of needs for environmental and psychological safety; and
- focuses on the "Prevent" and "Examine" components of the PREPaRE Model.

### **PREPaRE Model**

P—Prevent and prepare for psychological trauma

R—Reaffirm physical health and perceptions of security and safety

E—Evaluate psychological trauma risk

P—Provide interventions

a—and

R—Respond to psychological needs

E—Examine the effectiveness of crisis prevention and intervention

The target audience is any school professional or community provider/agency who serves on a crisis team and/or is involved in establishing/promoting school safety.

Note that a PREPaRE Workshop 2 addresses the support of students and staff in the recovery from a traumatic event. Only Workshop 1 is being offered as part of the Pre-Conference training event. Go to the Department of Public Instruction and Wisconsin Safe and Healthy Schools Center websites for information on the availability of PREPaRE Workshop 2.

# Thursday, December 11

## Opening Keynote Address

9:15–10:30 am



**Rick Phillips**  
**Executive Director of Community Matters**

***Transforming School Climate from the Inside-Out:  
A Road Map for Success***

The responsibilities placed on schools have increased significantly. They are expected to fulfill the core mandates of getting students to attend, keeping them safe, improving academic performance, and achieving high graduation rates on a daily basis. They also have to comply with ever-expanding laws and imperatives addressing bullying, cyber-bullying, and the increasing directives to move away from zero-tolerance policies.

This presentation will introduce a framework for understanding school climate and its direct impact on achievement and discipline. Most importantly, it will help to address the sense of “overwhelm” and frustration felt by many and provide a clear and compelling “road map” to assist educators in managing the multiple approaches that schools are now implementing including: PBIS, social-emotional learning, and restorative practices. The presentation will explore best practice strategies and identify proven resources for developing the character, competence, and readiness of the children and young people we care about and serve.

Rick Phillips is the Founder and Executive Director of Community Matters, a nonprofit 501(c)(3) organization, whose mission is to collaborate with schools and communities in creating safe and inclusive environments where all youth and adults thrive. Rick is the developer of Community Matters’ National Registry of Evidence-based Programs and Practices (NREPP) designated and evidence-based Safe School Ambassadors® (SSA), a youth-centered, bullying-intervention and prevention program that has been successfully implemented in more than 1,500 schools across North America, Puerto Rico, and Guam. The SSA program focuses on waking up the courage of diverse student bystanders and equipping them with skills to intervene when they hear, see or know of bullying, cyber-bullying, or harassment.

Phillips and Community Matters have also developed The Whole School Climate Framework, a comprehensive, clear, and integrated model that provides educational leaders with a blueprint and the tools for effectively planning, implementing, and measuring the many mandates, requirements and initiatives related to school climate improvement.

Rick is recognized as a thoughtful leader and a nationally sought-after educator, speaker, and trainer. He has been a keynote presenter and workshop leader at more than 350 national and state conferences and many regional educational services centers. He has appeared on The Today Show, CNN Headline News, and NPR, and is the lead author of: *Safe School Ambassadors: Harnessing Student Power to Stop Bullying and Violence* (Jossey-Bass/Wiley, 2008) and *Ten Years after Columbine: School Violence-Prevention Report Card*.

Rick holds a Master’s Degree in Education from the University of Southern California; he has been a teacher, building principal, and county and state administrator. He is a father, grandfather, and champion of children and youth.

## Sectionals – Round I

### 10:45–Noon

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#### ***Stopping Bullying and Improving School Climate: An Evidence-Based Approach***

##### **ROOM A/C**

**Rick Phillips, Executive Director of Community Matters, Keynote Speaker**

***Elementary (PreK–5), Middle (6–8), High (9–12)***

Many bullying prevention approaches are not delivering the desired results. This workshop explores how students influence social norms and peer-to-peer behavior. Attendees will learn the effectiveness of empowering bystanders who are often in the best position to interrupt, prevent and stop bullying, harassment, and cyber-bullying. The workshop will highlight the NREPP evidence-based Safe School Ambassadors program, a proven strategy for creating safer and higher performing schools.

#### ***E-Cigarettes & Other Tobacco Products***

##### **ROOM B/D**

**Judi Zabel, La Crosse County Health Department**

**Tracy Herlitzke, Wisconsin Safe and Healthy Schools Center**

***Elementary (PreK–5), Middle (6–8), High (9–12)***

As cigarette smoking rates have dropped, the tobacco industry has created new products to keep users hooked and find new customers. Come learn more reasons to be concerned about e-cigarettes and other tobacco products, why they appeal to youth, and what schools can do about it. Resources will be provided for participants to take back to their schools and communities for immediate use.

#### ***Mental Health and ATODA***

##### **ROOM E/F**

**Chris Wardlow, Catalpa Health/Outagamie County**

**Cindy Czarnik-Neimeyer, Catalpa Health and Appleton Area School District**

**Norma Czarnik, NAMI Teen Support Group Facilitator**

***Elementary (PreK–5), Middle (6–8), High (9–12)***

Join Chris Wardlow, Prevention Specialist, Cindy Czarnik-Neimeyer, ATODA/Mental Health Liaison, and Norma Czarnik as they explore the connection between Alcohol, Tobacco, and Other Drug Abuse (ATODA) and mental illness. The link between chemical use and mental health concerns is strong. Research indicates chemical use can be a precursor to mental illness, and mental illness can be a precursor to chemical use, AND they can both be branches of the same trunk of a tree. Attendees will walk away with knowledge of the signs and symptoms of mental illness and inter-connectedness of ATODA and mental health.

***Culturally Relevant Practices and School Climate***

**ROOM G/H**

**Kent Smith, Wisconsin Rtl Center**

**Elementary (PreK–5), Middle (6–8), High (9–12)**

Kent Smith, PBIS Technical Assistance Coordinator, will describe how to begin culturally responsive practices, why it is important, and how it relates to positive school climate. Participants will discuss how to address these practices with staff and how to start creating change.

***Energy Breaks***

**ROOM I**

**Jo Bailey, D. C. Everest Senior High**

**Samantha Gebert, Rothschild Elementary School**

**Elementary (PreK–5), Middle (6–8), High (9–12)**

Research has shown that classroom physical activity breaks improve cognitive performance, promote on-task behavior, and reduce disruptive behaviors without compromising learning time. Participants will gain a hands-on experience of how to implement and manage classroom physical activity breaks and explore some of the science behind active classrooms. They will also be given a number of physical activity breaks to try.



## Sectionals – Round II

### 1:00–2:15 pm

#### ***Separating the Deed from the Doer: Using Restorative Practices to Hold Children Accountable while Maintaining Connections to School***

##### **ROOM A/C**

**Christine Kleiman, CESA #7**

**Katharine Reid, Franklin High School**

***Elementary (PreK–5), Middle (6–8), High (9–12)***

Do the same students repeatedly serve detention or suspensions when they could be in class or participating in a positive activity? Do the students simply serve their punishment without acknowledging the actual consequences of their behavior? School personnel can enhance discipline strategies by incorporating restorative practices alongside PBIS and academic interventions to change the inactive role discipline can play. While restorative practices does not replace traditional discipline, restorative circles and conferences are effective interventions that address serious issues; such as theft of personal property, physical altercations, academic dishonesty, harassment, chronic tardiness, vandalism and disrespectful behavior without creating more disconnect. Learn how this powerful process can help students develop empathy, accountability, and responsibility. Restorative practices encourage student engagement and personal involvement in school, and has a significant role in creating a positive climate.

#### ***Emerging Drug Trends***

##### **ROOM B/D**

**Jason Weber, Town of Menasha Police Department**

***Middle (6–8), High (9–12)***

Is Molly in your school? Are kids using bricks? How about vaping? Did you have the cold water or cinnamon challenge yet? These are just some of the new threats facing our students and communities. This presentation will cover some of the new drug threats, along with other alarming activities of the new generation and what can be done. Join Jason Weber, a nationally recognized drug prevention speaker, for an insightful and potentially lifesaving discussion.

#### ***School SBIRT: Screening, Brief Intervention, and Referral to Treatment***

##### **ROOM E/F**

**Scott Caldwell, Wisconsin Department of Health Services**

**Racine Unified School District Representative**

***Middle (6–8), High (9–12)***

SBIRT (Screening, Brief Intervention, Referral to Treatment) is a well-established, evidence-based service for addressing adolescent alcohol/drug involvement in middle and high school settings; and it is a promising practice for addressing a range of other behavioral concerns. Integrated into pupil services and delivered by the school social worker, counselor, psychologist, or nurse, SBIRT provides PBIS Tier 2 and 3 interventions and embodies Response to Intervention. This session provides a brief overview of the theory, research, and practice of SBIRT and highlights lessons learned from implementation. Racine Unified School District will present results on the use of SBIRT. Information will be provided on upcoming training opportunities.



***School Violence Threat Assessment***

**ROOM G/H**

**Suzanne Sibole, Youth Risk Prevention Specialists**

**Elementary (PreK–5), Middle (6–8), High (9–12)**

This sectional will explain the behavioral threat assessment process, which is now considered to be the emerging standard of care for assessing potential threats in schools, workplaces and against public officials. It will include an explanation of the threat assessment process, an overview of several assessment tools, and a brief interaction threat assessment exercise.

***Exemplary Teaching Strategies in Health Education***

**ROOM I**

**Deb Tackman, Fall Creek School District**

**Elementary (PreK–5), Middle (6–8), High (9–12)**

In this high energy and interactive workshop, participants will engage in a plethora of exemplary teaching strategies and techniques for the 21st century classroom as they relate to the Wisconsin health education standards. These hands-on lessons/activities immerse the learner in relevant and practical health education methods/pedagogy for middle and high school students. Using cotton balls, hair gel, fishing lures, and a wide variety of other modalities, these cutting edge teaching activities are kid tested and approved. Join in the fun as you learn dynamic teaching techniques that are relevant and exciting for both the teacher and the learner!

## Sectionals – Round III

### 2:30–3:45 pm

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#### ***The Art of Teaching Compassion: The La Crosse Compassion Project***

##### **ROOM A/C**

**Rick Blasing, Lincoln Middle School/SOTA II/Coulee Montessori**

**Bethany Nugent, Lincoln Middle School/SOTA II/Coulee Montessori**

***Elementary (PreK–5), Middle (6–8), High (9–12)***

How does one depict the concept of compassion on a 6”x6” canvas? Find out how more than 6,000 La Crosse students did just that, and learn how to integrate such a project in your own schools. Those attending this interactive session will also learn about the health and wellness benefits of practicing compassion and will even have some time to begin creating their own artwork! Begin to kindle the fires of a Compassion Project in other districts and communities! Join us and visit: [TheCompassionProject.me](http://TheCompassionProject.me) for more information and resources.

#### ***Talking with Teens about Marijuana***

##### **ROOM B/D**

**Chris Wardlow, Catalpa Health/Outagamie County**

***Middle (6–8), High (9–12)***

Ever tried to discuss the topic of marijuana with teens? If so, ever heard comments like “How can it be harmful, it’s a plant,” or “Marijuana is not addictive,” or “At least it’s safer than alcohol?” This workshop will explore different approaches to addressing the topic with teens, as well as equip adults with the current facts about marijuana’s impact on adolescent brain development.

#### ***Mental Illness 101***

##### **ROOM E/F**

**Tracy Aliota, National Alliance on Mental Illness Fox Valley**

***Elementary (PreK–5), Middle (6–8), High (9–12)***

What is mental illness? What is mental health? This informative presentation will provide an overview of mental illness and its impact; treatment and recovery; the adverse effects of stigma; the importance of advocacy; and the need to educate, support, and empower those affected by mental illness. Participants will gain an understanding of the signs and symptoms of various mental illnesses.

***Student Success with School Universals*****ROOM G/H****Dr. Dick Schafer, Children's Hospital of Wisconsin****Kolleen Nesheim, Oregon Middle School****Shannon Anderson, Oregon Middle School*****Middle (6–8)***

This session will demonstrate the use of an online PBIS component developed by Children's Hospital of Milwaukee that is intended to be used as either a Tier 2 or Tier 3 intervention with students struggling with school rules, attitude, and behavior issues. The online learning component called the "Student Success Guide" is intended to support the standard PBIS model and is intended to be facilitated by a trained professional. The "Student Success Guide" can be also used in bullying intervention situations and supports the concept of restorative justice. Participants in the session will have the opportunity to practice one or more of the five modules in the online guide. All participants will receive access to the guide and a copy of the off-line student guide. Please bring your wireless laptop!

***What's Biology Got to Do With It?*****ROOM I****Nancy Wall, Ph.D., Lawrence University*****Middle (6–8), High (9–12)***

Current biological research is helping people better understand the genetic component of physical and behavioral traits. For many traits, numerous genes are combined in different ways to generate a variety of outcomes. This workshop looks at some of the genes that play a role in development of male and female anatomical traits and how that development can have different outcomes. Additionally, this session will consider roles for genes in behavior and effects of stress on health.

## Sectionals – Round IV

### 8:30–9:45 am

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#### ***Creating a Culture of Motivation!***

##### **ROOM A/C**

**Darrell “Coach D” Andrews, American’s Passion Coach Keynote Speaker**

***Elementary (PreK–5), Middle (6–8), High (9–12)***

In visiting over 1,800 schools as a speaker, trainer, or consultant, Coach D has observed a certain “culture” within schools that have helped students improve behaviors and academics. He coined the term “Creating a Culture of Motivation.” A “Culture of Motivation” is a strategically designed system in which school stakeholders “purposely” position student interactions and expectations in such a way it motivates the students and staff towards school improvement and excellence. High expectations drive this culture and Coach D will share some of the key high expectations used by schools he has interacted with worldwide.

#### ***“What are They Thinking?” The Adolescent Brain and Drugs***

##### **ROOM B/D**

**Genevieve Kirchman**

***High (9–12)***

This session will cover some of the key points of adolescent brain development, how it is impacted by drug use as well as why addiction is now recognized as a brain disease. Participants will also receive a summary of what works and what doesn’t in terms of prevention and intervention. Genevieve Kirchman has over 20 years of experience as a community educator, coalition coordinator, and professional learning facilitator and is passionate about this subject.

#### ***Mental Health Services for Students Panel Discussion***

##### **ROOM E/F**

**Margaret Kubek, Green Bay West High School**

**Christina Gingle, Green Bay Preble High School**

**Kathy Vacho, Indianhead Community Action Agency**

***Elementary (PreK–5), Middle (6–8), High (9–12)***

This panel will provide an introduction of how to set up a mental health advisory committee. The best committees include community participants and district personnel working together to implement school district procedures and protocols that are in the best interests of students with mental health issues. Participants in the sectional will discuss possible topics for the advisory committee as well as which community members should be invited to participate. Protocols and forms related to specific situations, e.g., re-entry after care and self-harm situations, will be covered.

***Screening Students for Behavioral Health Challenges***

**ROOM G/H**

**Nic Dibble, Wisconsin Department of Public Instruction**

***Elementary (PreK–5), Middle (6–8), High (9–12)***

Many students experience behavioral challenges that, to varying degrees, interfere with their ability to learn and succeed in school. Screening is a fundamental assessment strategy in a Response to Intervention system. This presentation will share: 1) ethical and legal considerations in conducting behavioral health screening in schools; 2) evidence-based, behavioral health screening tools that are publicly available at no cost and can be utilized by pupil services professionals; and 3) strategies to increase referral success for students in need of behavioral health services.

***How Milwaukee Reduced Teen Pregnancy by Fifty Percent***

**ROOM I**

**Brett Fuller, Milwaukee Public Schools**

***Elementary (PreK–5), Middle (6–8), High (9–12)***

Teen pregnancy profoundly, and in most cases negatively, affects the lives of those involved while costing the community millions of dollars through direct care, ancillary services, and the overall drain on the workforce. The connection between Milwaukee's teen pregnancy epidemic and vicious, cyclical poverty provides cause for serious alarm. As a community, we are addressing it. And we are seeing real results. On October 22, 2013, United Way and Mayor Tom Barrett announced that Milwaukee had reduced teen pregnancy by 50 percent three years ahead of the goal. The successful initiative has now become a national model for community collaboration.

## Closing Keynote Address

**Friday, December 12**  
**10:00–11:15 am**

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### **Darrell “Coach D” Andrews** **America’s Passion Coach**

#### ***Building Bridges–Breaking Barriers– Connecting Dreams to Education***

Academic relevance is connected to dream relevance. In order for “at-promise” youth to make the “academic” connection, they must first make the “dream” connection. Students who come from communities that have high poverty rates and low school graduation rates struggle to make this critical link. Coach D will share motivational yet relevant information to inspire attendees to create “Dream Cultures” within their schools and organizations. His nationally acclaimed mantra,

“A student with a dream is a student with a future” has helped countless schools make the “dream” connection. This paradigm is critical to create academic success in students within this demographic. Attendees will leave motivated to achieve higher academic and school heights!

Darrell “Coach D” Andrews is an internationally recognized motivational strategist, education consultant, and author. His books: *Believing The HYPE-Seven Keys To Motivating Students of Color*, *The Purpose Living Teen-A Teen’s Guide To Living Your Dreams* and *The Parent As Coach, Developing A Family Dream Team*, have transformed thousands of students, educators, parents, and school leaders worldwide. His story, “5 Garbage Bags and a Dream” is one of the top stories in the national best seller *Chicken Soup for the African-American Soul*. His HYPE (Helping Youth Pursue Excellence) Program was recognized as one of the top contracted youth programs by the United States Department of Labor. As a speaker and trainer, he has been invited to speak at some of the nation’s top education institutions and non-profit associations.

Coach D has been a regular guest on many radio and television programs. He has been featured on MSNBC, Fox News, The Black Enterprise Report, The Tavis Smiley Show, and Comcast Cablevision’s “Your Morning” Talk Show to name a few. Due to HYPE’s success, organizations such as The National PTA, The National Association Of Secondary School Principals, The Association For Supervision and Curriculum Development, The National Alliance Of Black School Educators, and many more have invited him to be a featured speaker at their national conferences. His life’s philosophy has been the same for close to two decades, “It is not what you have accomplished in your life that counts-but what others are able to accomplish because of your life.”

Lastly and most importantly, he has been happily married to the love of his life, Pamela, for 19 years and is the proud father of Darrell Jr, Sophia, Alexander, and Abigail. His family is truly his pride and joy.

### **Conference Rates and Information**

Special Early Bird Rates! Good through Sunday, November 9th. Regular conference rates after November 10th.

PREPaRE Pre-Conference, December 10: \$45 per person, includes lunch, and morning and afternoon refreshments. (Regular rate \$60)

Building the Heart of Successful Schools Conference, December 11 and 12: \$100 per person, includes all meals served during conference time. (Regular rate \$125)

Registrants who attend both may register at the Early Bird discounted rate of \$125 per person. (Regular rate: \$150)

One graduate credit is available through Viterbo for a cost of \$110. Credit requires attendance and a post-conference assignment due two weeks after the conference. More information and registration for credit will be available at the conference. Please be prepared to make payment at the time of the graduate course registration.

Scholarships that cover full registration are available based on need and application criteria to registrants from Wisconsin public schools. The scholarship form can be found at:  
[http://sspw.dpi.wi.gov/sspw\\_buildingheart](http://sspw.dpi.wi.gov/sspw_buildingheart).

Registration is located at: [http://sspw.dpi.wi.gov/sspw\\_buildingheart](http://sspw.dpi.wi.gov/sspw_buildingheart).

### **Hotel Information**

A block of rooms for this conference will be held until **November 9, 2014**, at the **Chula Vista Resort**. To get the special conference rates (\$70 per night, single occupancy), call 1-855-456-1100 and mention ID# D11324.

See you in December!

